

Philip S. Yu, et al.
YOR9-2000-0256

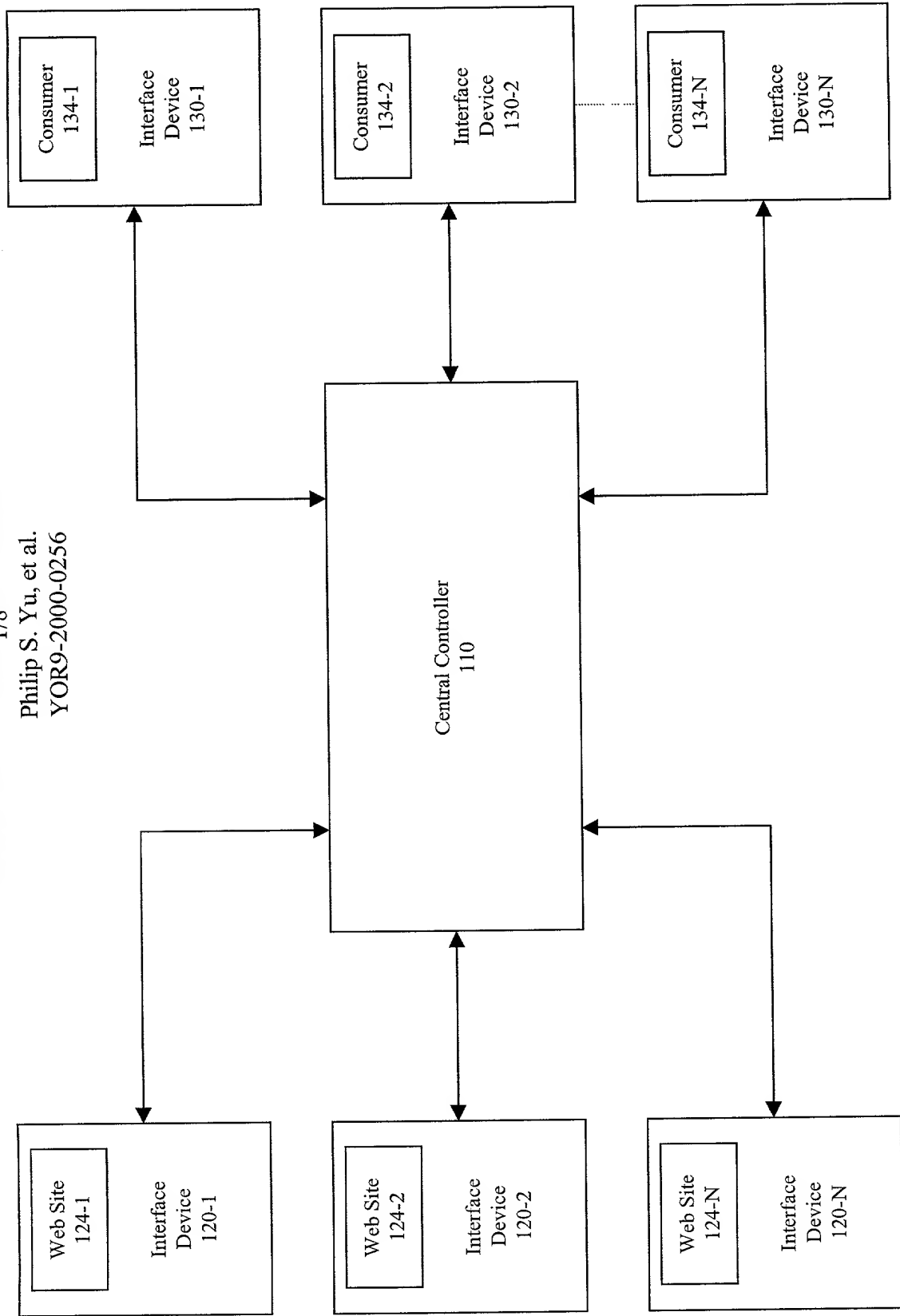


Figure 1

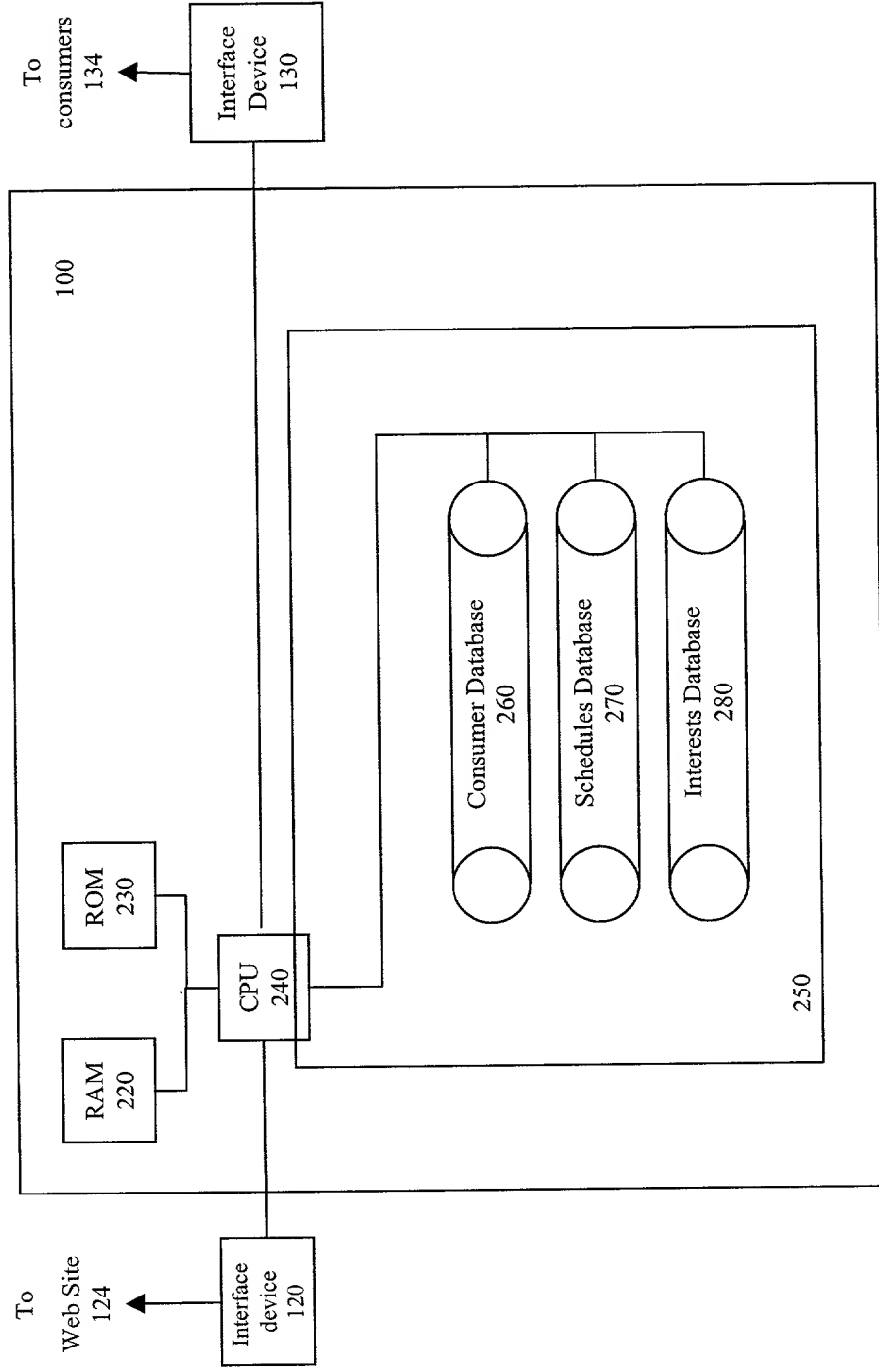


Figure 2

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Consumer Database 260

310	Consumer ID	320	Consumer Name, Address and e-mail	330	Geographic Code	340	Personal Info.	350	Registration Date	360	Web Sites of Interest	370	Time Last Visited	380	Interest Categories	390	Peer Group Interests

Figure 3

Web Site Database 270

410	Web Site ID	420	Web Site Name/Address	430	Registration Info (if any)	440	Previous Site Content/Cache	450	Last Crawl	460	Last Update	470	Next Scheduled Update	480	Next Predicted Update	490	Interest Categories	500	Ads/Promos

Figure 4

Interest Database 280

510	Interest Category	520	Associated Ads/Promos	530	Web Sites to Recommend

Figure 5

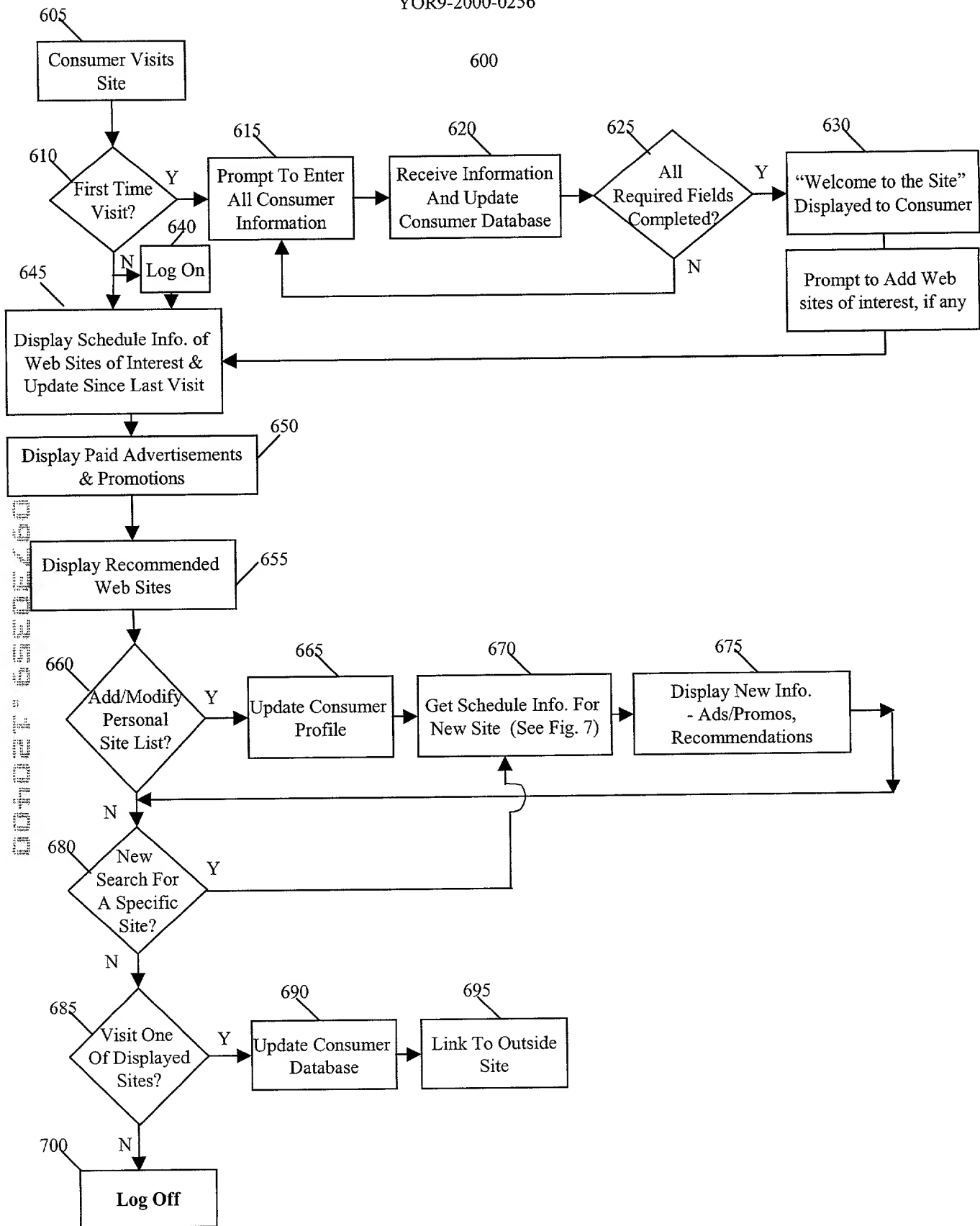


Figure 6

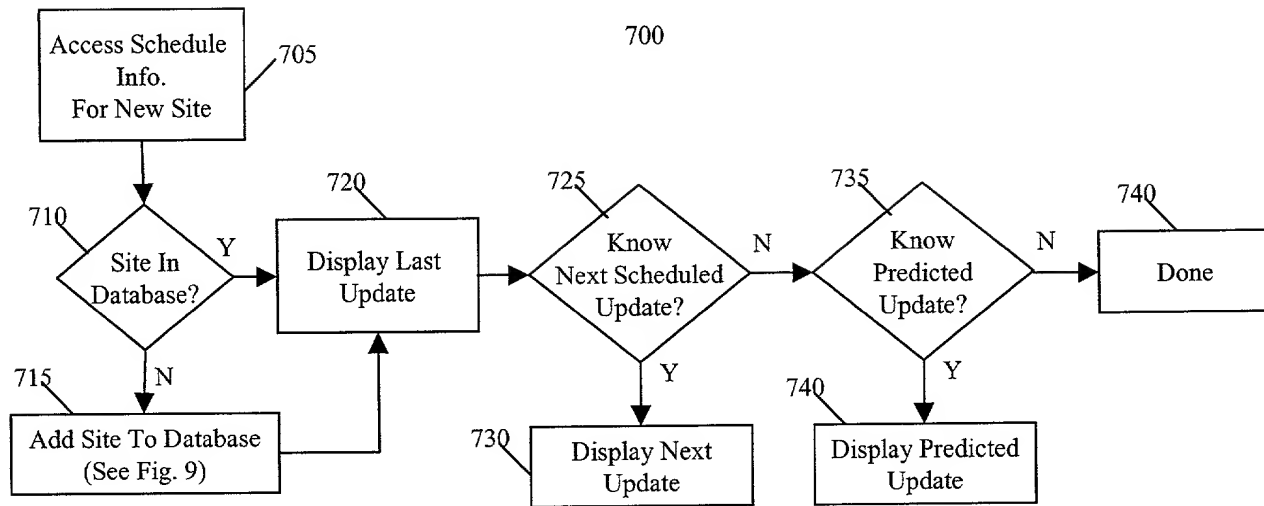


Figure 7

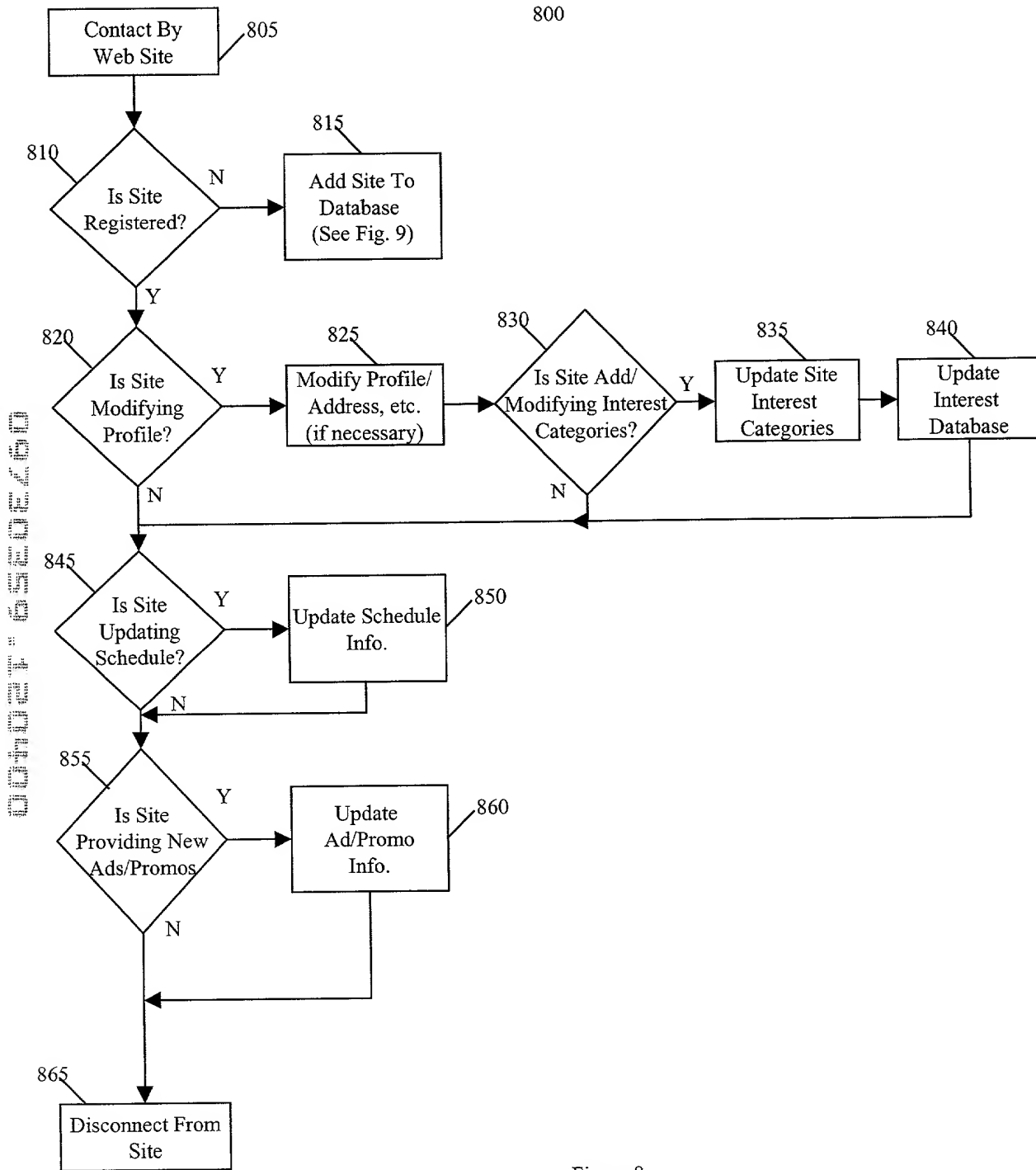


Figure 8

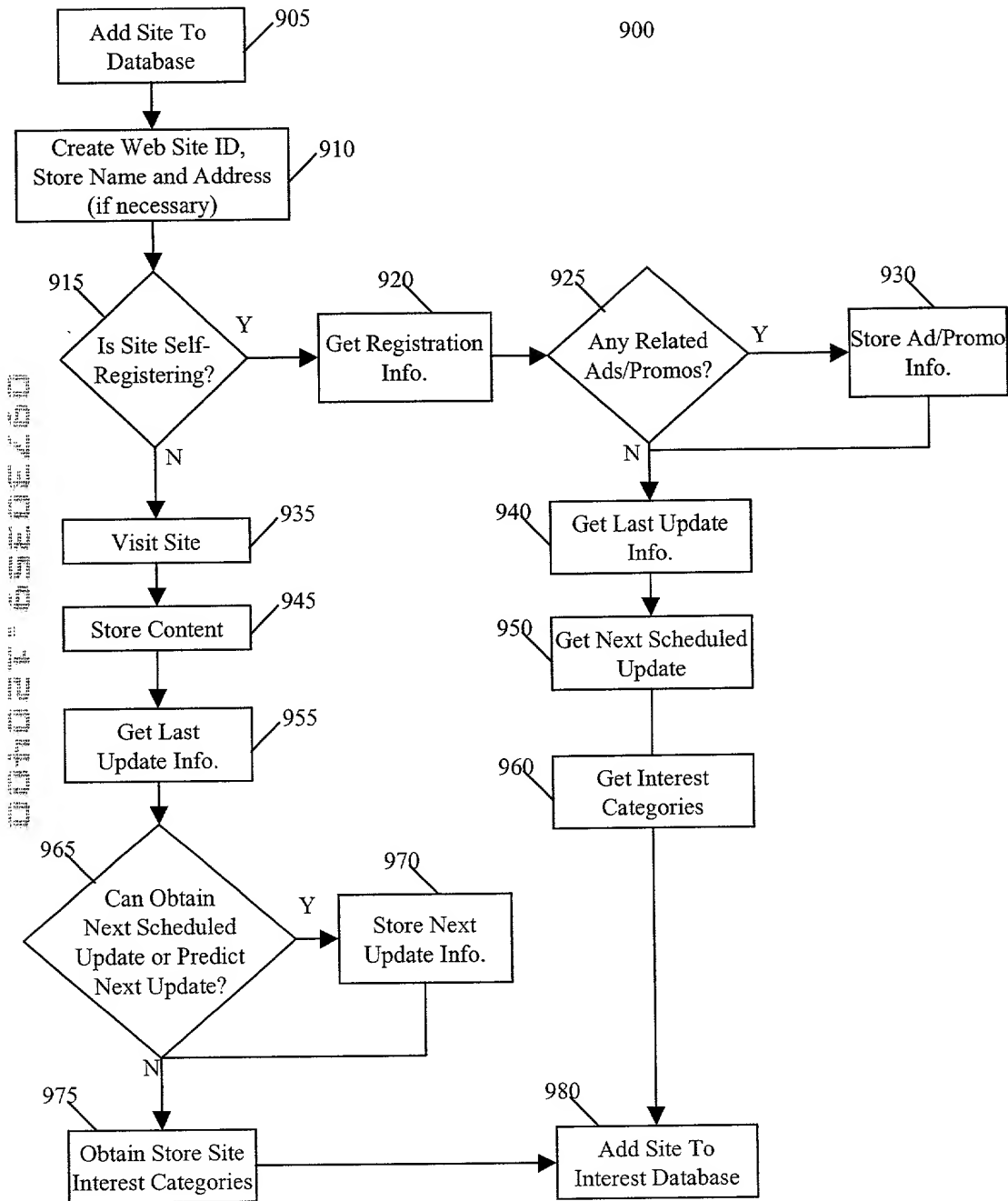
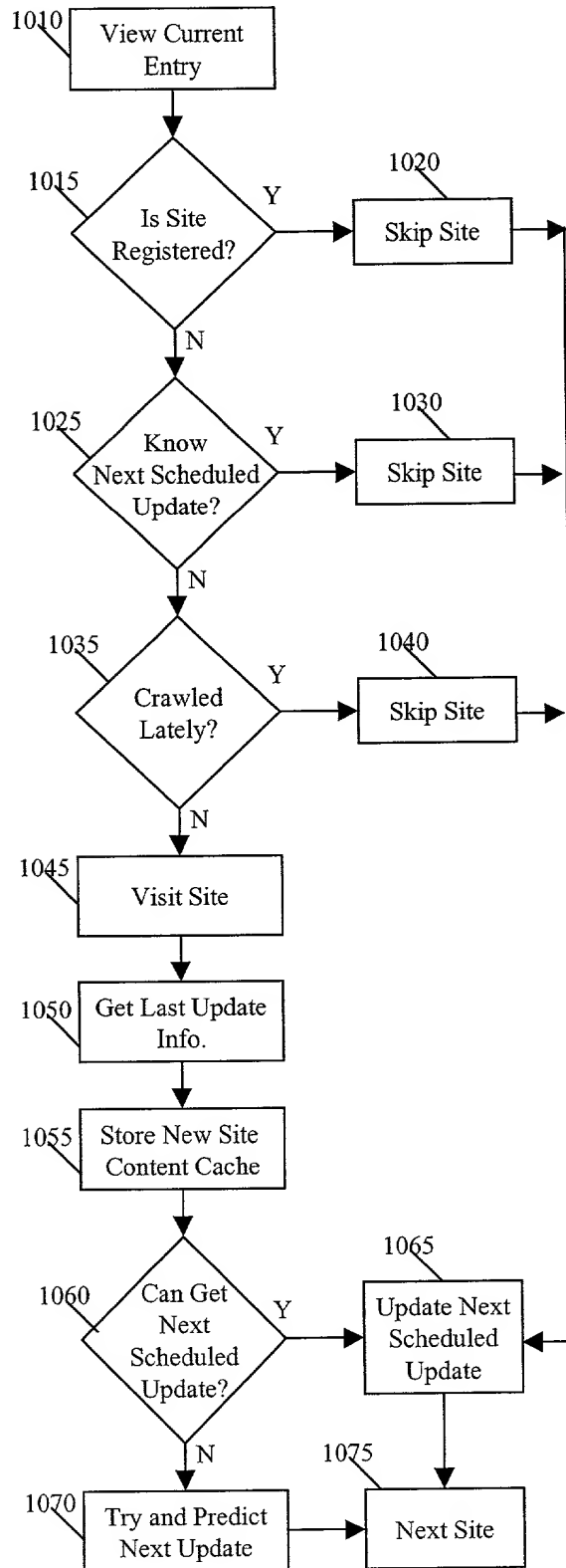


Figure 9

1000



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Figure 10